
PURPOSE

To establish a policy and procedure for the Michigan Department of Health and Human Services (MDHHS) for use of print and/or electronic publications.

DEFINITIONS

Michigan Department of Health and Human Services (MDHHS).

Michigan Department of Technology, Management, and Budget (DTMB).

POLICY

Office of Communications must review all publications that fit one or more of the following categories:

- Annual reports.
- Books.
- Brochures.
- Pamphlets.
- Newsletters.
- Reports (internal or external distribution).
- Media partnerships.
- Advertisements.
- Public service announcements.
- Direct mail.
- Posters.
- Flyers.
- Special folders or binders with printing on them, and any other expression of MDHHS's position.

This policy applies either to all publications developed in-house or through an outside vendor or contractor. If permission to publish a recurring newsletter has already been granted, then a copy of each individual issue must be approved.

Note: Business forms are routinely used to collect information, rather than provide information, and are subject to APO-101, Form Development and Use, policy (rather than this publications policy).

This policy applies to exact reprints, publications that need minor or major updating, and new concepts. New concept submissions should be in the form of text only at the concept stage.

Photographs do not need be included. A box with text describing the desired photo is adequate, but not necessary. If the new publication request is approved, work may begin on a draft of the publication text. If the request is not approved, no staff time will have been invested in a project that will not be developed.

The department primarily works with DTMB Printing Services to develop and print publications.

PROCEDURE

Publication Requestor

Once the concept is identified, complete a MDHHS-5403, Publication Approval Request form and obtain necessary signatures (requestor should not request a print order or obtain a DTMB printing quote prior to approval).

Allow up to 10 business days for the Office of Communications to review the request.

Makes necessary edits and resubmits to the communications staff member (repeat this step until both parties are satisfied with the product).

MDHHS Communications Office

Upon receipt, the communications manager will review the request for approval or denial; if approved a communications staff member reviews the request.

The communications staff member will contact the requestor to explain if a request was approved or not, and if approved, explain any edits necessary before the publication is final.

Before a publication is final:

- Discuss final details (such as production specifics, packaging, delivery destination, funding, print orders, policy impact, etc.).
- Review pre-production proof(s) with the requestor.
- Upon final proof approval, the project may be printed or distributed.

Communications staff will work with the office of Forms and Mail Management to maintain a record of the publication number, version revisions, etc.

CONTACT

For additional information, please contact the MDHHS
Communications office at 517-241-2112.